

CABLE SECRETARIAT DISSEMINATION

CLASSIFIED MESSAGE

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SECRET 25 SEP 70 CITE SANTIAGO

PRIORITY DIRECTOR

26 SEP

1. [REDACTED] APPEARS TO BE PICKING UP STEAM, BUT STILL

[REDACTED] WITH HEALTHY ASSIST FROM

[REDACTED] DESCRIBED PREVIOUSLY.

Declassified and
Approved for Release
July 2000

NO ONE ONE ELSE PUTTING ANY MONEY INTO IT EXCEPT US BECAUSE

OF BUSINESS SLUMP. SO FAR [REDACTED] HAS TURNED OVER

[REDACTED] OUT OF THE [REDACTED]

2. NEW BUDGET FOR NEXT 30 DAYS PREPARED AND SUBMITTED TO

[REDACTED] ON [REDACTED] SEP BROKEN DOWN AS FOLLOWS:

A. [REDACTED] PROGRAM OVER [REDACTED]

[REDACTED] STATIONS THROUGHOUT COUNTRY [REDACTED]

B. [REDACTED] PROGRAM OVER [REDACTED]

STATIONS [REDACTED]

[REDACTED] WITH SPECIAL ATTENTION TO [REDACTED]

121

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PAGE 2 SANTIAGO ~~SECRET~~

C. ~~SECRET~~ PROGRAMS OF ~~SECRET~~

OVER ~~SECRET~~ STATIONS.

D. ~~SECRET~~ DISCUSSION PROGRAM WITH ~~SECRET~~

DURING EVENING HOURS WITH ~~SECRET~~ STATIONS.

E. ~~SECRET~~ INTERVIEW PROGRAM OVER ~~SECRET~~

STATIONS ~~SECRET~~

F. ~~SECRET~~

G. ~~SECRET~~ COMMENTARIES OF ~~SECRET~~

OVER ~~SECRET~~

H. MISCELLANEOUS SPOT COMMERCIALS ~~SECRET~~ TIMES

DAILY 30 SECONDS EACH.

I. ABOVE PLUS PRODUCTION COSTS IS ~~SECRET~~

3. IN ADDITION, THERE WILL BE FOUR POSTER PASTING
TEAMS OUT 15 TIMES DURING NEXT 30 DAYS. WILL ATTEMPT
LINE UP SOME TV DISCUSSION PROGRAMS AND PUBLIC "ANNOUNCEMENTS"

CABLE SECRETARIAT DISSEMINATION

CLASSIFIED MESSAGE - TOTAL COPIES

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PAGE 3 SANTIAGO ~~SECRET~~

ABOUT (NO PAID POLITICAL ADVERTISING ALLOWED ON TV). THESE WILL COST

4.

5. TWO ADDITIONAL PUBLIC MEETINGS PLANNED WHICH WILL

COST ABOUT HOPE HAVE FINAL ONE RATHER

—LARGE, PERHAPS AS MANY AS 50,000 PEOPLE. STILL IN IDEA

STAGE SO NOTHING DEFINITE AS TO THEMES OR DATES YET.

6.

7.

8.

~~SECRET~~